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MINISTRY OF COMMERCE AND INDUSTRY

PUBLIC NOTICE

IMPORT TRADE CONTROL

New Delhi, the 1st May 1962

SUBJECT:—*Import policy for Newsprint (white printing paper excluding laid marked paper which contains mechanical wood pulp amounting to not less than 4 per cent of the fibre contents)—S. No. 44/V for the year April 1962—March 1963.*

No. 45-ITC(PN)/62.—Attention of the actual users of Newsprint is invited to remark No. (6) against S. No. 44/V of Section II of the current Red Book which provides for the allotment of additional newsprint on account of increase in circulation during April 1961—March 1962 and from April 1962, onwards. Attention is also invited to remark No. (9) regarding allotment of newsprint to publishers to bring out new newspapers.

2. After considering the various suggestions made by publishers of newspapers, including members of the Indian and Eastern Newspaper Society and Indian Languages Newspapers Association, for certain relaxations in the orders regarding allotment of newsprint for increase in circulation, it has been decided that—

- (i) upto a circulation of 10,000 copies there would be no restriction in allotment of newsprint for any increase that a daily newspaper may register during a year;
- (ii) in case of daily newspapers whose circulation is between 10,000—50,000 copies during October to December, 1961, a maximum of 20 per cent increase in circulation would be considered for allotment of newsprint; and a maximum of 15 per cent increase would be allowed where the average circulation of a daily newspaper during October to December 1961 was above 50,000 copies.

3. In regard to allotment of newsprint to new daily newspapers the ceilings on pages have already been indicated in remark No. (10) against S. No. 44/V of Section II of the current Red Book. After considering the various suggestions made in this behalf, it has been decided to make the following relaxations in the matter of allotment of newsprint for a new daily newspaper:—

- (a) The basic quota of a new daily newspaper would be fixed on the basis of its certified circulation achieved during the first three months of publication. During the remaining nine months of the first year, the allotment of newsprint would be determined on the basis of the average circulation attained during the initial three months. Further increase in circulation may be allowed as to other established newspapers.

- (b) The allotment of newsprint to a new daily newspaper would comprise 50 per cent Nepa and 50 per cent imported during the first three months. During the remaining nine months, the publisher would be allotted the remaining 50 per cent of the Nepa entitlement for the first three months and for the balance imported newsprint would be made available subject to the percentage of Nepa entitlement under remark No. (3) against S. No. 44/V of Section II of the current Red Book.
- (c) The maximum pages of the standard size as already mentioned in remark (10) against S. No. 44/V of Section II of current Red Book, will not be permitted to exceed 8 for week days and 12 for Sundays. In calculating the quantity admissible on the basis of pages to be published, the price to be charged by the publisher would also be taken into consideration.

4. All such existing daily newspapers which are bringing less than an average of eight pages can make applications for increase in the number of pages upto a maximum of 8 pages for week-days and 12 pages for Sundays. Wherever an existing daily newspaper wishes to increase the number of pages to compete with other publications, additional allotment of newsprint would be allowed taking into consideration the price to be charged by the publisher where the size of the paper is enlarged.

5. The Licensing Authority has been asked to follow these broad instructions in order to secure the best utilization of newsprint under a difficult foreign exchange situation. These instructions are subject to review periodically, as may be required, depending amongst other things on the exigencies of the foreign exchange situation.

K. T. SATARAWALA,
Chief Controller of Imports and Exports.